

# WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 7, No. 2  
2004

## Good news . . . so far

by Major Dan Lonsdorf, Director  
WisDOT Bureau of Transportation  
Safety

Last year's Wisconsin crash statistics were the worst in more than 20 years.

This year, I'm happy to say, the numbers are significantly better. As I write, Wisconsin roadway fatalities number 56 less than at this time last year. This is good news!

We here in BOTS have been especially busy working to reduce the fatality toll. The Bureau merger with the Division of State Patrol has helped focus and streamline our efforts. We had a very successful mobilization against impaired driving last fall and we have kept that issue visible since.

And we just completed the largest and most comprehensive cooperative enforcement and public education effort in Wisconsin history, including concerted efforts to keep the media focused on safety.

We also undertook a coordinated, statewide effort to get state troopers, sheriff's deputies and police officers on the road for as many hours as possible enforcing traffic laws. We helped coordinate saturation enforcement in designated areas so it would seem they were everywhere!

It's too early to predict the long-term impact. Even good news can be deceptive. A very wet spring has helped hold crashes down. Warm, dry summer months could increase collision rates.

And don't forget; even with fewer fatalities this year, more than 450 individuals have already died. That's a huge toll of human tragedy.

So let's keep up our good work. We know it makes a difference. This should spur us on to do even more.

## Motorcyclists

### A plan to save lives

Last year in Wisconsin, the number of motorcyclist fatalities rose alarmingly (see Figure 1 on page 3). 100 motorcyclists were killed, up sharply from 78 the previous year and 41% more than the 1998-2002 yearly average of 71. In 2,512 crashes, 2,408 people were injured, including 654 who were injured seriously.

To reverse this trend, the WisDOT Bureau of Transportation Safety has teamed up with a wide variety of organizations and has developed the *2004 Motorcycle Safety Action Plan* (see sidebar). This plan is now being implemented and we can all pitch in to help, whether as members of these organizations, as motorcyclists, or as motorists safely sharing the road.

Let's first take a look at how these organizations came together to develop the plan and then we'll see how the plan will help in the areas of raising public awareness, safety training for riders, data analysis, and long-term planning.

*continued on page 2*



The 2004 Motorcycle Safety Action Plan is available at [www.dot.wisconsin.gov/library/publications/topic/safety.htm#motorcycle](http://www.dot.wisconsin.gov/library/publications/topic/safety.htm#motorcycle).

## Safety belt use up in Wisconsin

*On average, more than 72% buckle up for safety.*

Safety belt use is now at the highest level ever reported in Wisconsin, according to a recent WisDOT survey. The survey found that 72.4% of front seat passengers in Wisconsin wear their safety belts, an increase of 2.6 percentage points over 2003's figure of 69.8%. That increased usage will save lives.

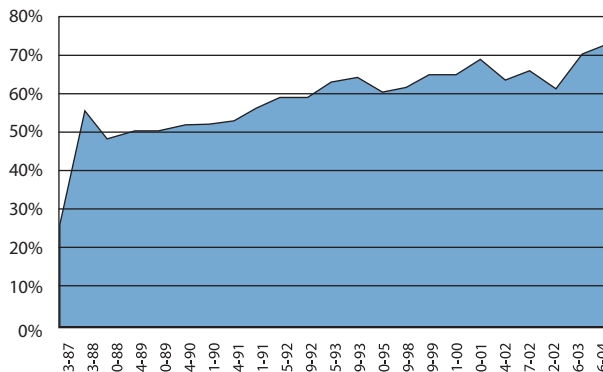
"For some time we've been hammering home the idea of buckling up every time you're in a passenger vehicle," said Frank Busalacchi, Secretary of the Wisconsin Department of Transportation. "We've been saying the simple act of buckling up is the single most effective way to save lives and prevent injuries in crashes. I think Wisconsin hears us."

The survey was conducted over a four week period in June and has been an annual event since 1987, the year Wisconsin enacted its first mandatory safety belt law. The research is based on 29,850 observations of recorded safety belt use at 280 sites throughout the state.

While the survey results are encouraging, Wisconsin still lags behind the national safety belt use average of 79%. But the increase is very encouraging to safety officials.

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Safety belt use in Wisconsin



(note: time between surveys varies)

Source: WisDOT

## A plan to save lives

from page 1

### Teaming up

When it became apparent last summer that the motorcyclist fatality rate was rising sharply, WisDOT held safety summits in Milwaukee and Green Bay to gather input from the motorcycling community, the general public, and the media. In December, WisDOT's Motorcycle Safety Advisory Council met to discuss the challenge, focusing especially on impaired riders.

Then in February of this year, WisDOT hosted the Wisconsin National Agenda for Motorcycle Safety (NAMS) Summit in Madison. This summit was the first state-level workshop organized around the NAMS report ([www.ahainc.com/nams/](http://www.ahainc.com/nams/)). In 1997 NHTSA partnered with

the Motorcycle Safety Foundation to develop this report which is a strategic planning document on how to improve motorcycle safety. It incorporates input from a broad, multi-disciplinary team that included motorcyclists, traffic safety advocates, law enforcement, the insurance industry, health care professionals, and safety researchers. The 2000 report covers research needs and the human, social, vehicle, and environmental factors that influence motorcycle safety.

State trooper doing an HGN (horizontal gaze nystagmus) test. Alcohol consumption causes an involuntary jerking of the eyeball when the eye gazes to the side.



Ron Thompson, WisDOT Motorcycle Safety Program manager, leads work groups during the February, 2004, NAMS Summit.

### Motorcycle crash facts

A wealth of crash data is available ([www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/motorcyclefacts.pdf](http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/motorcyclefacts.pdf)) and it can both tell us what is happening and suggest ways to improve safety.

For example, 39% of motorcyclist fatalities in Wisconsin last year were people 45 and older. This age group is 50% of all the licensed motorcyclists. 75% of those killed weren't wearing helmets, and 48% died of head injuries.

continued on page 3



The **Wisconsin Traffic Safety Reporter** is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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## Get to know ... Mary Rogers

Police Traffic Services (PTS) Program Manager,  
WisDOT Bureau of Transportation Safety (BOTS)



Yes, her name has changed! Mary Miller was married in May and has taken her new husband's name. For eight years she has been the WisDOT-BOTS program manager for police traffic services. In this feder-

ally-funded position, her responsibilities include the enforcement programs for speed and alcohol, and she has also worked on aggressive driving deployments, and has done special pilot projects for red light running.

She applies the philosophy of community policing to traffic enforcement, and this has led to many successful individual- and multiple-agency collabo-

rative deployments, both with and without federal funding. In addition, she says "a high priority is increasing public awareness of the risks of speeding and the likelihood of getting ticketed for it. Community safety is everyone's responsibility."

Working with the Traffic Law Enforcement Task Force and the board of directors of the Wisconsin Traffic Safety Officers Association helps to promote traffic safety and officer education. Wisconsin is the only state with an association specifically for traffic law enforcement officers, and the association is growing steadily.

For 13 years, Mary was an Emergency Medical Technician — Intermediate, and she worked even longer in the alcohol and drug abuse prevention and intervention field. This experience gives her firsthand knowledge of what's involved at crash scenes and in the need for preventing crashes and promoting both officer and community safety.

Contact Mary at (608) 267-3155 or  
[mary.rogers@dot.state.wi.us](mailto:mary.rogers@dot.state.wi.us).

## A plan to save lives

from page 2

### 2004 Action Plan

WisDOT is assessing all of its current public information and education campaigns to see how it can include motorcycle safety messages, and it is also developing ways to reach target audiences with specially tailored messages. One target audience is, of course, motorcyclists themselves. An effective information campaign should take into account that they are a diverse group but also allow for targeting special populations among them. For example, last year 92% of motorcyclist fatalities were males, and 39% were 45 and older. This target audience is prominent at motorcycle events, so the State Patrol is hosting information booths at major events statewide this season.

In 2003, the state provided \$654,000 for WisDOT's Motorcycle Safety Program, and about 87% of this was used to provide the basic Motorcycle Rider Course (7,101 graduates) and the Experienced Rider Course (240 graduates). These courses are offered at the state's technical colleges and they are also available elsewhere (e.g., through Harley-Davidson) but last year there were 3,041 people on the waiting list for the basic rider course.

As part of the Action Plan, WisDOT will:

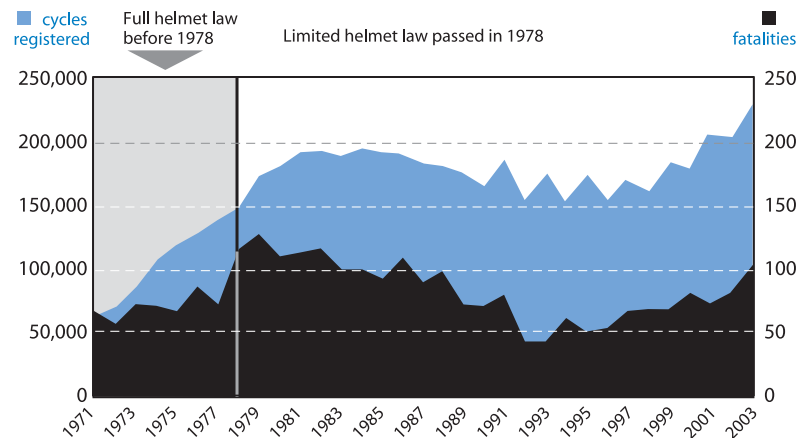
- Work with rider groups (Harley Owners Group, ABATE, etc.) to develop mentoring programs to help refresh the skills of returning riders.
- Expand State Patrol motorcycle crash reconstruction training for police officers on how to look for cycle equipment problems (e.g., non-standard controls, inadequate brakes) as possible contributing causes in crashes.
- Investigate the possibility of training EMS personnel on the special precautions required with motorcyclist injuries.
- Determine the feasibility of having an "800 number" so motorists and cyclists can report road hazards.
- Begin a complete analysis of 1999-2003 non-fatal motorcycle crash data.
- Begin development of a comprehensive motorcycle safety plan as part of WisDOT's 2004-2007 Highway Safety Strategic Plan.

So far this year, fatalities are down for both cyclists and motorists compared to last year. But far too many people are still being killed and injured, and your input is welcome.

Contact Ron Thompson, WisDOT Motorcycle Safety Program, at (608) 266-7855 or [ron.thompson@dot.state.wi.us](mailto:ron.thompson@dot.state.wi.us).

FIGURE 1

### Registered motorcycles & rider fatalities in Wisconsin



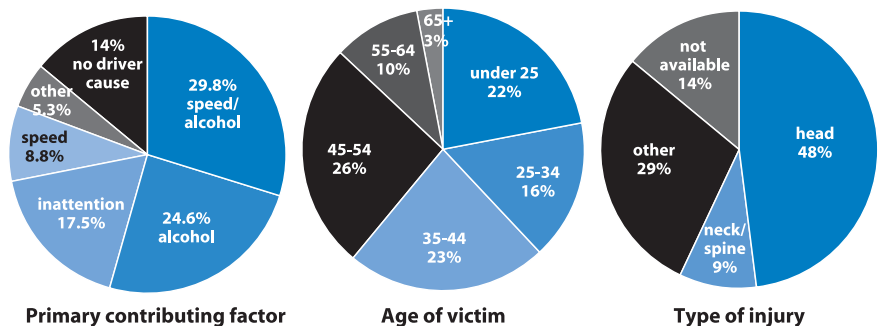
Source: WisDOT



WMSP (Wisconsin Motorcycle Safety Program) stickers are available from WisDOT Maps & Publications in Madison, (608) 246-3265.

FIGURE 2

### 2003 fatal motorcyclist crashes in Wisconsin



Source: WisDOT





After the crash



Officer Perronne's shredded gloves

## An ounce of prevention (and a pound of loving cure)



Officer Larry Perronne  
Manitowoc Police Department

Larry Perronne is a sergeant in the Manitowoc Police Department. Last spring he and his wife, Sandy, were expecting their fourth child, and he was just about to start 12 weeks of family leave so that he'd be at home to help out. But they weren't expecting him to be in a motorcycle crash.

On May 31, 2003, while trying to make a traffic stop, his Harley Davidson hit a patch of gravel and skidded out from under him. Larry slid 170 feet on the pavement and broke both hands and his left arm. Fortunately he was wearing all the appropriate protective gear: helmet, leather jacket and gloves, and high back boots. And it was also good luck that his wife is an occupational therapist. Skidding along the road had shredded his gloves (see photo) rather than his hands, but they were broken and swollen so that his fingers were as big as bratwursts. His family helped him eat and do the many routine things we ordinarily take for granted. With

a lot of patient help from both family and friends, he eventually got so he could hold their new baby. After nine weeks of healing and therapy, he could once again do simple tasks with his hands, and finally he was able to straighten his left arm and get back to full duty work. Larry now feels more appreciation for protective gear ... and for how much his family and friends care about him.



### National pilot project

## Milwaukee Safe Routes Campaign

In Milwaukee, a broad coalition of community partners is helping make the city's diverse neighborhoods more walkable. Campaign sponsors include the Milwaukee Police Department, Wisconsin Walks (a grass-roots organization), and the Division of Public Health-Southeast Region in the Wisconsin Department of Health and Family Services. In six pilot neighborhoods, they have teamed up with schools, parents and children, employers, and other community organizations to make walking safer and more enjoyable for all ages and abilities. A seventh pilot location is Milwaukee's downtown and involves businesses.

In the 1960s, more than 60% of all children in the U.S. walked or biked to school, but now the figure is closer to 10%. As increased commuter traffic and fear of crime in neighborhoods prompt more parents to drive their kids to school, traffic congestion near schools increases. As children walk less, the number who are overweight is growing (15% are now obese), putting them at risk for lifelong health problems.

In 2000, NHTSA helped launch *Safe Routes to School* programs in Marin County, California, and in Boston. These community-based programs integrate health, fitness, and traffic calming. A 2003 study of the California program found conditions had improved for walking

and biking, and the program was "broadly popular with parents." Now such programs are sprouting up across the U.S., and NHTSA provides a *Safe Routes to School* toolkit.

Milwaukee's 2003-2005 campaign is one of three pilot projects to receive NHTSA funding to test methods of pedestrian safety education and law enforcement. A news conference announcing the campaign was held at Sherman Multicultural Arts School.

Along with community team building, an initial phase is to assess walk- and bikeability within neighborhoods and then suggest traffic calming improvements. Schools are exploring various approaches to educating kids about safety and encouraging them to walk more often. Some are forming "walking clubs" because kids like to belong to clubs, while others will sponsor "walking challenges" in which teachers and parents lead special projects, like neighborhood clean-ups, that include safety education. Law enforcement will also focus on encouragement, with officers handing out flyers about safe walking and biking. As children learn these skills, they are more likely to be better drivers.

A key to success, sponsors say, is that a wide range of local residents needs to get involved and work together to improve local conditions.

Contact Pamela Roberts, Milwaukee Police Department, at [prober@milwaukee.gov](mailto:prober@milwaukee.gov), Kit Keller, Wisconsin Walks, at [info@wisconsinwalks.org](mailto:info@wisconsinwalks.org), or Deborah Pasha, DHFS DPH SERO, at [pashadl@dhfs.state.wi.us](mailto:pashadl@dhfs.state.wi.us).

## Roadcheck 2004

# Large truck safety inspections

From June 8-10, the 17th annual International Roadcheck showcased safety inspections for trucks and buses in the U.S., Canada, and Mexico. All seven Wisconsin State Patrol districts participated, with fixed safety and weight enforcement facilities in each district fully staffed by State Patrol inspectors for the continuous 72-hour period.

Roadchecks give the media an opportunity to inform the public on how inspectors thoroughly check commercial vehicles for critical safety violations and determine drivers' fitness for duty. During inspections, drivers receive educational information, and this year they were reminded to buckle up. According to recent studies, only 48% of them heed the federal law that requires safety belt use.

During Roadcheck 2003, the Wisconsin State Patrol performed more than 1,000 inspections and placed about 28% of those vehicles and drivers out-of-service. Nationwide, with a record-high 55,784 inspections, 22.7% of the vehicles were placed out-of-service for mechanical problems. The driver out-of-service rate was 5%.

During all of 2003, more than 9,000 inspectors conducted almost 3 million roadside inspections along major highways.

The annual Roadchecks are sponsored by the Commercial Vehicle Safety Alliance (CVSA), with participation by the Federal Motor Carrier Safety Administration (FMCSA). CVSA includes enforcement agencies and trucking industry representatives from throughout North America, and it develops standards for international truck and bus roadside inspections, as well as certification and training standards for inspectors and trainers.

Given the heightened security concerns over hazardous materials transportation, FMCSA conducted a National Tank Check as part of Roadcheck 2004, emphasizing inspection of cargo tanks carrying hazardous materials.

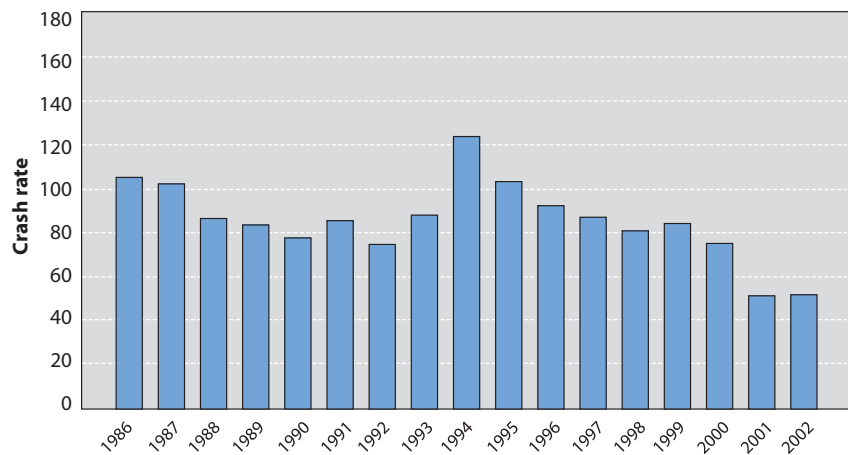
Inspections seem to be helping. In Wisconsin from 2002 to 2003, large truck fatalities dropped nearly 20%, from 127 to 102. In the US in 1985, the fatality rate from large truck crashes per 100 million vehicle miles was 4.6. By 2002, it had dropped 50% to 2.3.

Contact Lt. Charles Teasdale, Wisconsin State Patrol, at [charles.teasdale@dot.state.wi.us](mailto:charles.teasdale@dot.state.wi.us).



State Patrol inspectors at work

## Large truck crash rates on rural Interstate highways in Wisconsin



Crash rate = large trucks in crashes per 100 million vehicle miles traveled

Source: WisDOT

## Safety belt use in Wisconsin *from page 1*

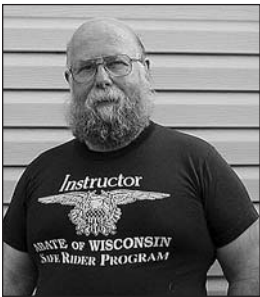
"The important thing to remember is that this represents lives saved and injuries prevented," said Busalacchi. "For every one percentage point increase in safety belt usage, we can predict the saving of six lives each year. That's why we are so excited about these findings."

Some trends remained constant in the survey. Women still wear their belts in greater numbers than do men. Pickup truck occupants remain the least likely to buckle up in all vehicle types. More infants and senior citizens were buckled up than other age groups and fewer teen passengers and drivers buckle up than any other age group.



## Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.



### Tom Lane

ABATE of Wisconsin

Contact Tom at [troll@charter.net](mailto:troll@charter.net).

### Pastor Sherrick Anderson

Lighthouse Fellowship Church, Beloit



Pastor Anderson takes a holistic approach to leading his congregation. Besides guiding members of his church in faith and scripture, he also tackles such worldly concerns as exercise, nutrition and driving safely.

In his work in juvenile probation, he teaches classes about avoiding drug and alcohol abuse, and the dangers of drinking and driving. For his congregation, he and his wife teach teens not to drive reck-

lessly, "trying to impress friends and peers in the wrong way." Among his many duties, he serves on the Governor's Highway Safety Council.

He feels his ministry deals with important spiritual needs, including helping people deal with the tragedies of daily life. He is the author of *Kissing the Past Goodbye*, a book of encouragement about dealing with guilt and moving forward.

To set a good example of healthful living, he has recently become an enthusiastic runner, competing in long-distance races. Some members of his church are now running too, and he feels the congregation has gotten healthier and livelier. He also encourages people to walk more often, which is both healthful and also helps make neighborhoods calmer and more pleasant.

Contact Pastor Anderson at (608) 363-8911.

Tom is a man who's got 'hog' written all over him; Harley-Davidson that is. He has logged 500,000 motorcycle miles during the last 40 years, and he currently owns a 1978 Harley FLH and a 1980 FLT with a combined mileage of 365,000. Back in 1980 his concern about riders getting killed and injured prompted him to get involved in motorcycle safety, and since then he has made an important contribution in safety training.

"There seemed to be a real disconnect between the idea of motorcycle and the idea of safety," he notes. To help get the two together, he became a motorcycle safety instructor in 1981; he was the first person in the UW-Whitewater program who was not a driver ed instructor. He taught at Western Wisconsin Technical College in LaCrosse and then in 1986 was hired to teach safety for the Monroe County Police Department.

Tom had joined ABATE, a motorcyclists' rights organization, in 1979, and in 1990 he got them into the "rider ed business." Since then, ABATE's program has been a "roaring success." Last year they had 5 rider coaches, 354 beginner and 85 experienced students.

In 1997 Tom received the Outstanding Instructor Award of the Motorcycle Safety Foundation. He often runs into past students who say that what he taught them has served them well. One student said he had taught both her mother and grandmother.

In his work as an electronics and drivability technician at an auto repair shop in LaCrosse, Tom deals with many people who drive unsafe motor vehicles, and he feels that better safety inspections would help save lives.



### Greg Patzer

ProHealth Care, Inc., Waukesha

Contact Greg at [patz@wauknet.com](mailto:patz@wauknet.com).

Greg is another person who has made an important contribution to teaching motorcycle rider courses. For 23 years, he has been involved in the Wisconsin Motorcycle Safety Program (WMSP), first as an instructor, training novice and experienced motorcyclists, and for the last 16 years as a Chief Instructor/RiderCoach Trainer. He trains new RiderCoaches, performs training site assessments, and designs range facilities. He also currently teaches the basic rider course for novices at Lakeshore Technical College in Cleveland, Wisconsin.

His full time job is with ProHealth Care, the parent organization for Waukesha and Oconomowoc Memorial Hospitals, in Specialized Transportation Services. He is responsible for training, safety, and quality improvement. Previously, he worked for 35 years in manufacturing and corporate management.

Since 1981 he has been an advisor to WMSP, a contributor to, or member of, the Wisconsin Motorcycle Safety Advisory Committee, and has participated in various ad-hoc committees focusing on motorcycling and rider education. In the 1980s, he developed the curriculum for, piloted and taught the intermediate riders course and the advanced skills class. He also developed curriculum for the American Motorcyclists Association Championship Cup Series Roadracing School.

Greg has made many contributions to motorcycle rider education, and he notes, "I take the sport of motorcycling and rider education quite seriously. The success of the novice and experienced rider, and the success of our RiderCoach Candidates are paramount to the overall success of the program here in Wisconsin."



## Kenosha

### New state-of-the-art inspection facility

In October 2003, WisDOT opened the new Kenosha Safety and Weight Enforcement Facility (SWEF) on westbound Interstate 94 near the Illinois border. WisDOT Secretary Frank Busalacchi notes, "New facilities like this one will replace obsolete

buildings, some built 40 years ago that still don't have running water. In the long run, they will save money and pay for themselves in saved lives and damage avoided to our highways due to overweight and unsafe trucks."

State Patrol inspectors at the \$6.7 million facility are using the most technologically advanced devices to weigh trucks and conduct safety examinations of their brakes, wheels, axles, and other equipment.



The new Kenosha Safety and Weight Enforcement Facility

#### Features include:

- Two enclosed inspection bays with mechanics trenches for inspectors to walk below the trucks to check for defective equipment. Previously, inspectors had to work outdoors in all kinds of weather and crawl under trucks to inspect them.
- Automated brake-testing equipment. Previously, brake parts were inspected visually, but now the new equipment tests actual braking performance.
- Weigh-in-motion scale, which calculates the truck's weight while it's moving through the SWEF. If the truck isn't overweight, it doesn't have to stop for weighing on a static scale.
- Ample parking for truck drivers to help them meet mandated rest requirements.
- An operators' station with a 270-degree view of the interstate.
- A secure area for Intoximeter testing of drivers' breath alcohol concentration.

## Law enforcement mobilizes to save lives

by Mary Rogers

During August and September, law enforcement officers in Wisconsin will mobilize for two major traffic enforcement and public information campaigns.

In August, the focus will be on speeding. The aggressive speeder is around us every day; they zoom past, weave in and out, and run red lights and stop signs. Some people feel they are above the law, but law enforcement officers want to protect you and your family, and they'll be stopping and citing the lawbreakers. "Keeping people in our communities safe is why we're doing this enforcement and media campaign," says Captain Michael Keller, Port Washington Police Department and chair of the state's Traffic Law Enforcement Task Force.

During 2003, over 22,000 crashes were caused by exceeding the speed limit or by driving too fast for conditions. These crashes resulted in 287 fatalities and nearly 12,000 injuries. Over one third of all traffic convictions were for speeding. 171,008 convictions (20% of all traffic convictions) were for driving 11-19 mph over the limit.

As August ends and motorists catch the last days of summer, officers will join the annual nationwide Alcohol Mobilization. With a "BUSTED. Over the Limit, Under Arrest" information campaign and saturation enforcement patrols, officers will work overtime to crack down on



RACINE JOURNAL TIMES PHOTO BY JIM SLOSIAREK

impaired drivers. Drinking and speeding are the main causes of fatal crashes. In 2003, 9,007 alcohol-related crashes resulted in 348 fatalities and over 7,600 injuries. "We don't like to be the one who knocks on the door late at night to tell someone their family member has died in a crash, but we have to. Their shock and tears, that stays with you, but it's nothing compared to the pain the families endure," says Trooper Don Magdzas, Wisconsin State Patrol, District 7.

Safety belt enforcement is always part of traffic stops during mobilizations.

Contact Mary Rogers, WisDOT-BOTS at (608) 267-3155 or [mary.rogers@dot.state.wi.us](mailto:mary.rogers@dot.state.wi.us).

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October 18-20

5th Annual Conference

**Emergency Medical Services for Children, Child Passenger Safety and Injury Prevention**

Childhood Emergencies: Prevention and Management for all Providers of Care & Center of America Regional EMSC Meeting

Kalahari Resort & Conference Center  
Wisconsin Dells  
For more information, [emsconference@sewaaa.com](mailto:emsconference@sewaaa.com)

#### New mailing address?

Please send address updates to Judy Gelhaus at (608) 267-2470 or [judith.gelhaus@dot.state.wi.us](mailto:judith.gelhaus@dot.state.wi.us).

And let us know if you know other people who might enjoy getting this newsletter.



**Mark your  
calendar!**

*August 18*

**Preceding the  
Governor's  
Conference**

*1-5 pm workshops:*

Law Enforcement  
Drug Block

TOPS (Traffic  
Occupant  
Protection  
Strategies)

Must register  
in advance.

*August 19-20*

**Governor's  
Conference on  
Highway Safety**

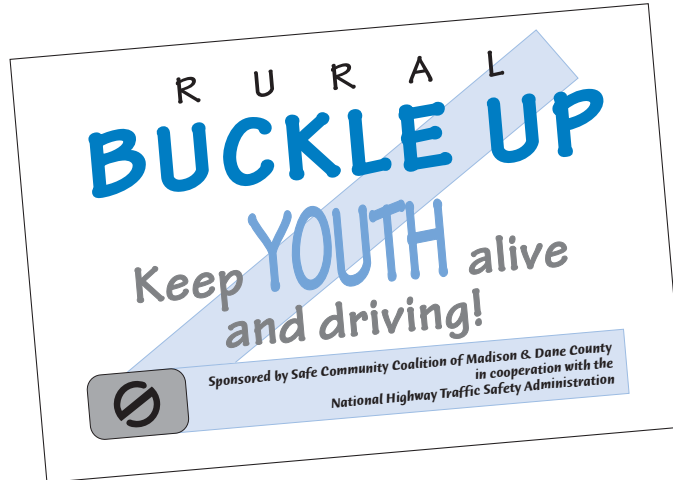
Radisson Paper  
Valley in Appleton

Contact  
Vicki Schwabe,  
WisDOT-BOTS,  
at (608) 266-0402 or  
vicki.schwabe  
@dot.state.wi.us.

**Summer  
traffic enforcement  
mobilization**

*(see page 7)*

**more on page 7**



*Young participants unveil their banner for the rural youth safety belt campaign, May 17 at Oregon High School. Also shown are three of the seven police chiefs from Dane County who formed a supportive 'Wall of Chiefs.'*

In April, mini-grants totaling \$43,000 were awarded to eight rural Dane County communities as part of a NHTSA-funded program designed by the Safe Community Coalition of Madison and Dane County (SCC). The goal is to develop a national model for how to foster safety belt use by rural youth. The communities are Belleville, Cambridge, Deerfield, Marshall, Mt. Horeb, Oregon, Stoughton, and Wisconsin Heights (Mazomanie/Black Earth).

Motor vehicle crashes are the leading cause of death for 15-20 year olds. In Wisconsin during 2002, there were 191 deaths or serious injuries among 16-20 year olds, and 73% of these young people weren't buckled up. (Source: USDOT National Center for Statistics & Analysis)

In some ways, safety belt use differs in rural areas. For example, safety belt use among drivers of pickup trucks nationwide is about 69%, the lowest for any vehicle type. This compares with 83% for SUV and van drivers, and 81% for passenger car drivers. (Source: NHTSA)

Phase one of the three-year project includes community education and local overtime law enforcement. Their "Buckle Up: Keep Youth Alive and Driving!" campaign began May 24 in cooperation with WisDOT's "Busted. Buckle Up or Pay the Price" statewide mobilization. Overtime enforcement will continue to September 6.

Other project phases include developing mini-coalitions and mini-mobilizations within the participating communities. Project director Donna Van Bogaert reports strong interest from young people, community organizations, police departments, and the sheriff's department. During focus groups, kids have helped shape the campaign's safety message (see photo).

Rural Dane County has several growing Latino communities. This summer, leaders from both the Latino and African-American communities will meet with project participants to plan safety belt summits for each community this autumn. The goal is to develop collaborative relationships, including with young people, and support efforts to create unique strategies for each community.

[Contact Donna at vbsoc@chorus.net.](mailto:vbsoc@chorus.net)

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